INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1799 | Washington, D. C. | October 8, 1960

Scientists Unable To Find Cause of Pear Decline

Pear decline, a mysterious condition causing death of many pear trees grown on Oriental rootstock in Washington, Oregon and California, is being studied by USDA and state scientists.

According to USDA, the researchers of USDA's Agricultural Research Service and the Washington and California Experiment Stations have not yet pinpointed the cause of the condition, which manifests itself by either quick or slow decline of the affected trees.

Quick decline kills some pear trees in about two weeks in midsummer to late summer. In slow decline the trees show little or no terminal growth, leaves are small, sparse, and pale green, there is a gradual loss of vigor, and the trees eventually die.

Decline is not caused by malnutrition or unfavorable soil conditions, USDA said, and no apparent relationship has been found between decline and possible attack by any fungus. The scientists also find no reason to believe that the condition is due to new orchard practices, such as the use of new fertilizers and spray materials, or new methods of cultivation and other current orchard management procedures.

USDA's pear decline research team at Wenatchee, Wash., is headed by Dr. Lawrence P. Batjer. The team is trying to determine whether pear decline is caused by a virus, and, if so, how it is transmitted.

No authentic case of pear decline has ever been reported on trees grown on Bartlett rootstock. In field plantings at Wenatchee, trees grown on Bartlett rootstock were random planted in an orchard among trees grown on Oriental rootstock. No cases of pear decline developed in the trees grown on Bartlett rootstock, but trees grown on Oriental rootstock were affected.

Because of hard-end fruit disorder, shown to affect pears grown on Oriental rootstock, growers for the last 15 years have been switching to domestic Bartlett seedling rootstock, USDA said.

Many trees on Oriental rootstock, 15 to 20 years old and now at their peak of production, should produce fruit for another 15 to 20 years if they are not destroyed by pear decline. USDA and state scientists are working to find ways of controlling the conditions, so these trees will not be lost.

Some growers are reported to feel that Bartlett rootstocks do not produce trees as large as those grown on Oriental rootstock, but the researchers find no evidence to support this viewpoint.

Canned Peas for School Lunch

USDA announced October 7 an offer to buy canned green peas of the 1960 pack, using funds appropriated under the National School Lunch Act.

Offers will be considered only on peas of Grade B or better packed in No. 10 cans.

Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D.C., by 4 p.m. EDT October 21 for acceptance by October 28. Delivery will be required during the period November 14 to December 12.

Further information may be obtained from Claude S. Morris of USDA (telephone 202 DUdley 8-2781).

The Household Market for Canned Fruits and Vegetables

USDA has issued a marketing research report which measures seasonal changes in household consumer purchases of three canned fruits—peaches, pears, and fruit cocktail—and three canned vegetables—corn, snap beans, and peas.

The report measures household purchases of these six canned foods each month during the period July, 1958, through June, 1959, by a nationwide sample of 6,000 families. In addition to furnishing detailed data on seasonal changes in their buying patterns, the report seeks to establish the relationship of certain family characteristics to annual purchases.

The report is entitled *The Household Market for Selected Canned Fruits and Vegetables* (MRR 427). Copies may be obtained from the Office of Information, USDA, Washington 25, D. C.

Canned Fruits

Seasonally, per capita purchases of canned peaches, pears, and fruit cocktail for home use were high during winter and spring and low during summer.

Peaches—About one-fourth of the families bought canned peaches each month. On an annual basis, 60 percent of all families bought canned peaches at some time during the year. Household purchases varied considerably from month to month but were above average each month from October to April with the exception of December.

Pears—Only 11 to 16 percent of all families bought canned pears. Purchases per buying family in the Western and North Central regions exceeded the national average. About 60 percent of all families did not buy canned pears during the year. In each of the regions and in the nation as a whole, a third of the buyers accounted for about 70 percent of the household market for canned pears. Monthly purchases were higher than average from January to May.

Fruit cocktail—About one of every five families made a purchase of fruit cocktail each month during 1958-59. During the year at least one can was bought by slightly more than half of the families. Purchases were particularly high from February to May and in November. Families that purchased fruit cocktail were found to have the following characteristics: small households, housewife employed full-time outside the home, older homemakers, and residence in a city with a population of 50,000 to 499,999.

Canned Vegetables

Purchases of canned corn, snap beans, and peas were highest in the winter months—January, February, and March—when more than one-

fourth of the total volume was moved into household channels.

Corn—About 71 percent of all families made a purchase of canned corn during the year. The proportion of buying families varied from 75 percent in the Northeast to 64 percent in the South. On a monthly basis, 24 to 25 percent of families in each region bought canned corn in August, 1958; while in January, 1959, purchases were made by 45 percent of all families in the Northeast and by about 38 percent in the South and West; the national average was 41 percent. About 3 out of every 10 families purchased no canned corn during the year.

Snap beans—Canned green and wax beans were purchased by slightly more than half of U. S. families in 1958-59. By regions, the proportion of buying households varied from 44 percent in the South to 62 percent in the West. By seasons, the proportion of buying families was about 11 percentage points greater in the peak month, January, than in the low month, August. Just under 70 percent of all canned snap beans were purchased by one-third of the buying families in all regions.

Peas—An estimated 7 out of every 10 families bought canned green peas during 1958-59. The proportion of families buying canned peas reached 74 percent in the Northeast and was as low as 59 percent in the West. On a monthly basis, the proportion of families buying canned peas ranged from a low of 28 percent in August to 39 percent in January; nearly 32 percent of all Northeastern families bought canned peas in August, 10 percentage points above the West. Winter purchases accounted for approximately 26 percent of the total volume, with January slightly ahead as the peak month. Nationally, highest per capita purchases of canned peas were found among families with annual incomes in the $4,000-$6,000 range; however, there was wide range regionally among the families with the highest per capita purchases.

Average Prices for Cherries

Following are preliminary season average prices per ton received by growers for sweet cherries and sour cherries for processing during 1960, as reported by the Agricultural Marketing Service of USDA:

SWEET CHERRIES

	1959	1960
	(*dollars per ton*)	
New York	150	250
Michigan	165	220
Washington	264	340
Oregon	335	383
California	366	364

SOUR CHERRIES

	1959	1960
	(*dollars per ton*)	
New York	120	170
Ohio	125	150
Michigan	124	150
Washington	142	155

Quality of U. S. Fruit Exports

A team of marketing experts will be sent abroad by the USDA to compare quality of exported United States fruits and fruit products with those from competing countries.

Four USDA inspection and standardization specialists will set up headquarters in London soon after the first of the year and will serve there throughout the season when U. S. exports are at their peak—about three months. They will examine the quality and condition of U. S. fresh, canned, and dried fruit exports as typically offered in markets there, and compare them with exports from competing countries.

USDA said the project should furnish the U. S. fruit industry with important information on the relative quality of U. S. and competing supplies. A report will be published on completion of the project, USDA stated.

Items will be selected for test on the basis of their dollar value to U. S. packers and their importance in the London marketing area.

The quality evaluation team is composed of top inspection and standardization experts in USDA's Agricultural Marketing Service. E. R. Thompson of Washington, D. C., and Robert C. Gross of Fresno, Calif., will examine the processed fruit products.

1960 Packs of Canned Fruits in California

CALIFORNIA CANNED FRUITS*

	1959	1960
	(*actual cases*)	
Freestone peaches	5,963,954	5,634,063
Cling peaches	24,782,647	24,930,564
Fruit cocktail	16,943,519	18,023,126
Fruits for salad	1,202,323	1,093,618
Mixed fruits	437,602	388,481
Spiced peaches	687,342	694,082

CLING PEACHES*

Container Size	1959	1960
	(*actual cases*)	
48/8Z	1,341,466	1,344,937
24/303	5,431,392	5,558,947
24/2½	13,622,553	13,664,228
6/10	4,367,327	4,304,292
Misc.	19,909	58,160
Total	24,782,647	24,930,564

FRUIT COCKTAIL*

Container Size	1959	1960
	(*actual cases*)	
48/8Z	1,786,786	1,734,542
24/303	8,834,962	9,755,184
24/2	265,656	285,759
24/2½	4,097,052	4,377,241
6/10	1,959,063	1,657,795
Misc.	.....	12,605
Total	16,943,519	18,023,126

*The pack of canned freestone peaches in California was compiled by the Canners League of California, and the packs of other canned fruit products were compiled by the Cling Peach Advisory Board, whose figures are subject to change on completion of audited pack figures in December.

Poultry Used in Processing

(Agricultural Marketing Service of USDA)

	Jan.-Aug. cumulative 1959	1960
	(*thousands of pounds*)	
Young chickens	30,560	56,401
Mature chickens	99,754	122,880
Turkeys	44,309	51,174
Other poultry	59	162
Total, Jan.-Aug.	174,682	230,617

Carryover Stocks and Season Shipments of Florida Citrus

(Florida Canners Association)

	Supply		Canners' Stocks		Season Shipments	
	1958–59	1959–60	Sept. 26 1959	Sept. 24 1960	Sept. 26 1959	Sept. 24 1960
	(*thousands of cases basis 24/2*)					
Grapefruit juice	11,095	10,783	1,460	1,820	9,630	8,964
Orange juice	14,379	16,270	1,141	1,413	13,238	14,857
Combination juice	4,429	4,806	423	754	3,997	4,051
Grapefruit sections	5,197	5,133	1,029	810	4,169	4,223
Tangerine juice and blends	779	469	237	39	542	430
Citrus salad	739	780	266	325	473	456

Audience for 'Three Squares' Now in Excess of 32 Million

"The Three Squares," canning industry color film produced as one of the projects of the N.C.A. Consumer and Trade Relations Program, has been shown a total of 6,673 times to audiences totaling 32,118,227. This covers the 4-year life of the film and includes television showings of the black and white version.

This is a gain of 2,184 showings to 4,749,215 people since the last figures were compiled on May 18, 1960. It includes the report of the USDA for January through June this year, a figure not previously reported.

USDA reports that unlike many films they distribute through their 72 film libraries, "The Three Squares" gains in usage year by year. There was an 18 percent gain in showings and 86 percent in audience figures for 1960 over the previous fiscal year, they state.

"The Three Squares" has been widely used in connection with celebrations of the 150th birthday of canning in 1960, although this factor was not applicable with the USDA library distribution. Prints also are distributed by the N.C.A. Information Division and by Dudley-Anderson-Yutzy, public relations counsel for the C. & T.R. program.

Forthcoming Meetings

Oct. 12-14—Quartermaster Association, National Convention, Washington, D. C.

Oct. 17-18—Texas Canners Association, Annual Meeting, Echo Motor Motel, Edinburg

Oct. 19-21—National Pickle Packers Association, Annual Meeting, Edgewater Beach Hotel, Chicago

Oct. 24-26—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

Oct. 24-27—Institute of Sanitation Management, Annual Conference and Show, Sheraton-Cadillac Hotel, Detroit

Nov. 1—Iowa-Nebraska Canners Association, 59th Annual Meeting, Tallcorn Hotel, Marshalltown, Iowa

Nov. 3—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 4-5—Florida Vegetable Canners Association, 2d Annual Convention, Deauville Hotel, Miami Beach

Nov. 13-16—Georgia Canners Association, Annual Convention, General Oglethorpe Hotel, Savannah

Nov. 14-15—Wisconsin Canners Association, 56th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 16-18—Indiana Canners Association, Annual Meeting and Convention, French Lick-Sheraton Hotel, French Lick.

Nov. 20-21—Pennsylvania Canners Association, 46th Annual Convention, Yorktowne Hotel, York

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 28-29—Ohio Canners and Food Processors Association, 53d Annual Convention, Deshler-Hilton Hotel, Columbus

Nov. 28-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee

Dec. 1-2—New York State Canners and Freezers Association, 75th Annual Meeting, Statler-Hilton Hotel, Buffalo

Dec. 5-8—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore

Dec. 5-6—Ontario Food Processors Association, Annual Convention, Royal York Hotel, Toronto

Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago

Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.

Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 9-11—Northwest Canners and Freezers Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

Jan. 12-13—Canners League of California, 38th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 23-26—National Canners Association and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago

Jan. 29-Feb. 1—Canadian Food Processors Association, Annual Convention, Prince Edward Hotel, Windsor, Ont.

Feb. 2-3—Statistical Quality Control and Instrumentation Workshop for the Food Industry (co-sponsored by N.C.A.), Cornell University, Ithaca, N.Y.

Feb. 21-22—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.

March 3-4—Virginia Canners Association, 53d Annual Meeting, Hotel Roanoke, Roanoke

March 5-8—National Association of Frozen Food Packers, 20th Annual Convention, Dallas

March 5-7—Canners League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.

April 9-12—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.

May 7-10—Super Market Institute, 24th Annual Convention, Chicago

N.C.A. Is Active at Meeting of Food Service Association

N.C.A. was active at the 14th annual meeting of the American School Food Service Association in Washington October 2-6.

The five-day session was attended by Katherine R. Smith, Gloria Hansen, and Nancy Fox of the Consumer Service Division.

The Consumer Service Division distributed to school lunch supervisors a series of six selected school lunch recipes using canned foods. Also, the Division displayed a poster, using the Canned Foods Buying Guide, in the School Lunch Visual Aids Exhibit.

Another feature of the visual aids display was the canning industry motion picture "The Three Squares," produced under the C.&T.R. Program. Also on exhibition were sample educational materials developed under auspices of the C.&T.R. Program in the pilot school project at Mineola, N. Y.

Preliminary findings of a C.&T.R. study on institutional handling costs were reported at a panel on food ideas by Myles Keever, director of institutional sales for the Green Giant Company. Another participant in that panel discussion was George T. Carlin, director of research, Swift & Co.

USDA Sugar Study Group

USDA has created a special group within the Department to make a study of sugar. The study was initiated at the request of Representative Harold Cooley (N.C.), Chairman of the House Agriculture Committee.

In making the announcement, USDA said that the group will "conduct a study of sugar and its relationships to our national economy in its broadest sense." It will serve as a fact-finding body to develop information, and will prepare a report on various alternatives that might be considered regarding this commodity. The report will be submitted to the House Agriculture Committee early in 1961.

The study group will utilize the facilities of USDA and will consult with other interested parties, both in and out of government.

Chairman of the group will be Nathan Koffsky, Deputy Director, Agricultural Marketing Service. Members will include Gustave Burmeister, Assistant Administrator, Foreign Agricultural Service; Carl P. Heisig, Director, Division of Farm Economics

Research, Agricultural Research Service; Karl G. Shoemaker, Chief, General Economics and Rural Sociology Branch, Federal Extension Service; and Murray Thompson, Director, Price Division, Commodity Stabilization Service. Kenneth Bachman, Assistant to the Deputy Administrator, AMS, will serve as secretary.

Working with the group as special consultants will be Lawrence Myers, Director, Sugar Division, CSS; Clarence W. Nichols, special assistant to the Assistant Secretary for Economic Affairs, Department of State; Martin Sorkin, assistant to the Secretary of Agriculture; Harry M. Frohne, General Counsel's Office, USDA.

Room Reservations for 1961 Convention

Members who desire rooms at the 1961 Convention are urged to complete the room request form mailed to them a month ago, and return it promptly to N.C.A. Rooms are now being tentatively assigned.

Applesauce for USDA

USDA announced October 6 the purchase of 417,000 cases of canned applesauce, in No. 10 cans, for distribution in the National School Lunch Program.

Purchases comprised 110,000 cases in West Virginia, 100,000 cases in Pennsylvania, 13,000 cases in New York, 30,000 cases in New Jersey, 41,500 cases in Michigan, 20,000 cases in Colorado, 82,500 cases in California, and 20,000 cases in Washington.

All offers were accepted, USDA said.

Funds for the purchase include both those appropriated under the National School Lunch Act and those transferred by Congress from Section 32 for use under the Act.

TABLE OF CONTENTS

PAGE

Convention
Room reservations for 1961 Convention 276

Foreign Trade
Quality of U. S. fruit exports 274

Meetings
Forthcoming meetings 275

Procurement
Canned peas for school lunch 273
Applesauce for USDA 276

Publicity
Audience for "Three Squares" now in excess of 32 million 275
N.C.A. is active at meeting of Food Service Association 275

PAGE

Raw Products
Scientists unable to find cause of pear decline 273

Statistics
The household market for canned fruits and vegetables 273
Poultry used in processing 274
Average prices for cherries 274
Carryover stocks and season shipments of Florida citrus 274
1960 packs of canned fruits in California 274

Supplies
USDA sugar study group 275